

FREE

EXPERIMENTAL No. 48-3145

The Most Spectacular **YELLOW GARDEN MUM** *IN THE WORLD*

Just Look at the Size of this Mum!

IMAGINE HAVING
HUNDREDS
OF GIANT
5½" BLOOMS
LIKE THIS IN YOUR GARDEN

ALL FALL
LONG!



The Very Newest Addition to the Famous Jackson & Perkins Family of Giant Bird Mums!



Just look at the size of that Mum! Have you ever seen anything that big in an outdoor mum before? Undoubtedly not! — for this is one of the biggest garden mums ever created — THE MOST SPECTACULAR YELLOW GARDEN MUM OF ALL TIME!

And just imagine having — not one, not two, not a dozen or a hundred — but literally hundreds of these tremendous yellow mums in your garden all Fall long... in September, October, even November! That's right — even when there are practically no other flowers in bloom — you'll have hundreds of huge golden-yellow mums — each one 5½ inches across... each one THREE TIMES LARGER than the blooms on ordinary garden mums!

Unusually large size? — YES! And an unusually glorious color, too — a rich, vibrant golden-yellow — more bright, more gleaming, more dazzling than you've ever seen before! Wouldn't a huge display of these stunning flowers make a beautiful sight in your garden? They certainly would — and

best of all, you get one of these new Experimental Mums No. 48-3145 FREE, on this offer!

THE BIGGEST, HARDEST, MOST COLORFUL GARDEN MUMS!

While Experimental Mum No. 48-3145 is the very latest J&P creation — you have a truly wonderful treat in store for you when you plant any of the established varieties in J&P's amazing series of Giant Bird Mums. For every single one of the Mums in this unique series is far superior to any other garden mum... bigger, harder, more colorful, earlier blooming, longer lasting... mums that produce hundreds of blooms from late August through the Fall!

You can see the wide choice of brilliant colors now available in this exciting new Mum Series inside this brochure — and you'll also see how you can get this new Giant Yellow Mum — FREE.

THE WORLD'S LARGEST, EARLIEST BLOOMING GARDEN MUMS WITH BLOOMS from 3½" to 5" ACROSS

Now Available in this Tremendous Range of Breathtaking Colors!

GROUP OFFER #726

**ALL 6 MUMS BELOW
PLUS FREE YELLOW
MUM for only \$4⁹⁵**

REGULAR VALUE \$6.00

Any 6 of one kind plus FREE
YELLOW MUM
for only \$4⁹⁵

THRASHER (Pl. R. R.). Warm
peach color with yellow in
center. 4½ to 5 in. blooms
Sept. 15 to frost. 3½ ft. plant.

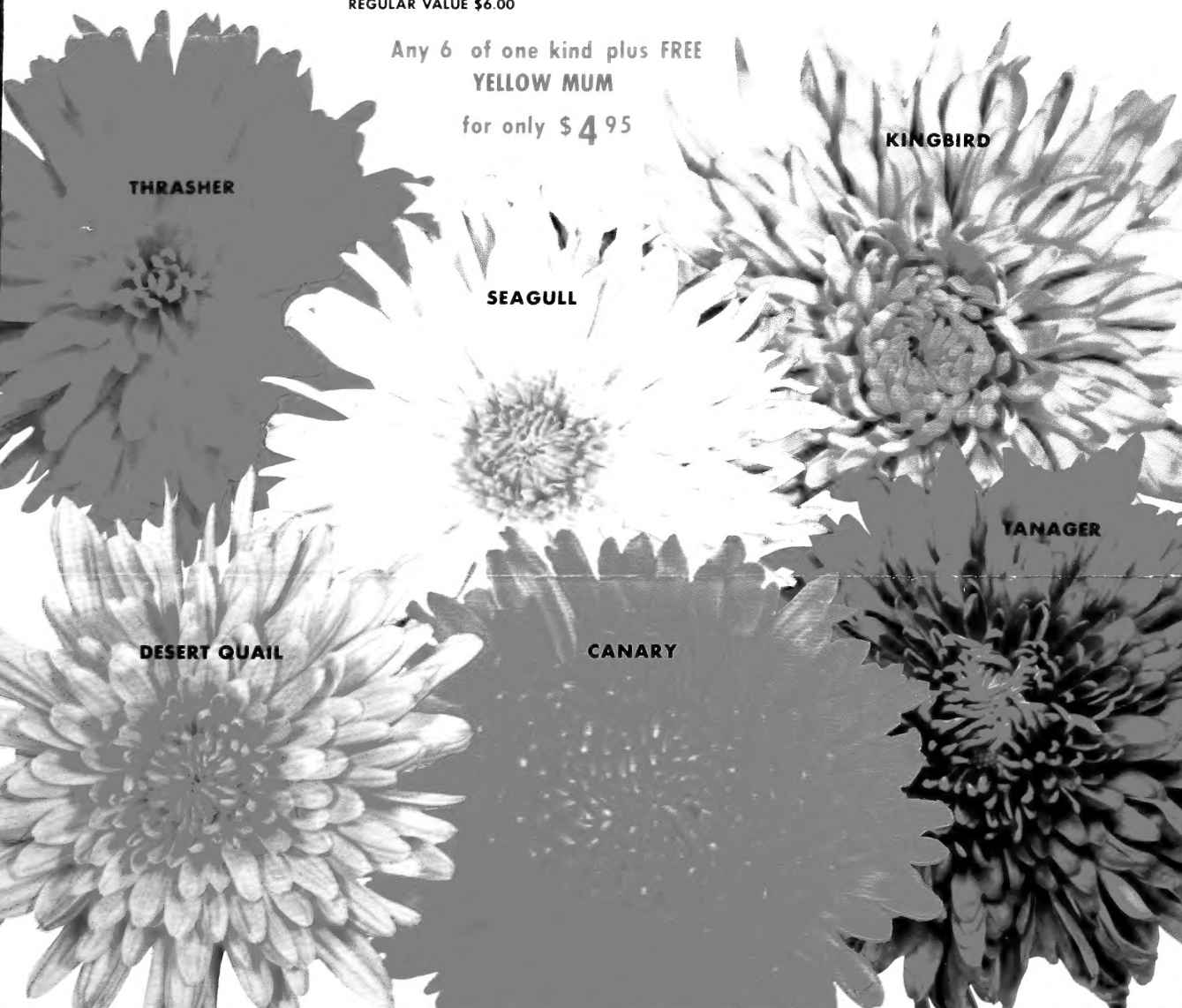
DESERT QUAIL (Pl. Pat. Ap-
plied For) Lovely lavender
pink flowers are 4½ to 5 in.
Blooms Sept. to frost on 20
to 24 in. plants.

SEAGULL (Pl. Pat. No. 1130)
Giant 5" flowers-cream color-
ed centers, white outer petals.
24 to 30". Blooms Sept. and
Oct.

CANARY (Pl. Pat. No. 1113)
4" flowers of rich golden
yellow. Plant is 24 to 30 in.
tall and blooms Sept. and Oct.

KINGBIRD (Pl. Pat. No. 1306)
5 to 5½" blooms of light rose-
pink with buff-tan reverse.
3½ ft. plant. Vigorous and
hardy.

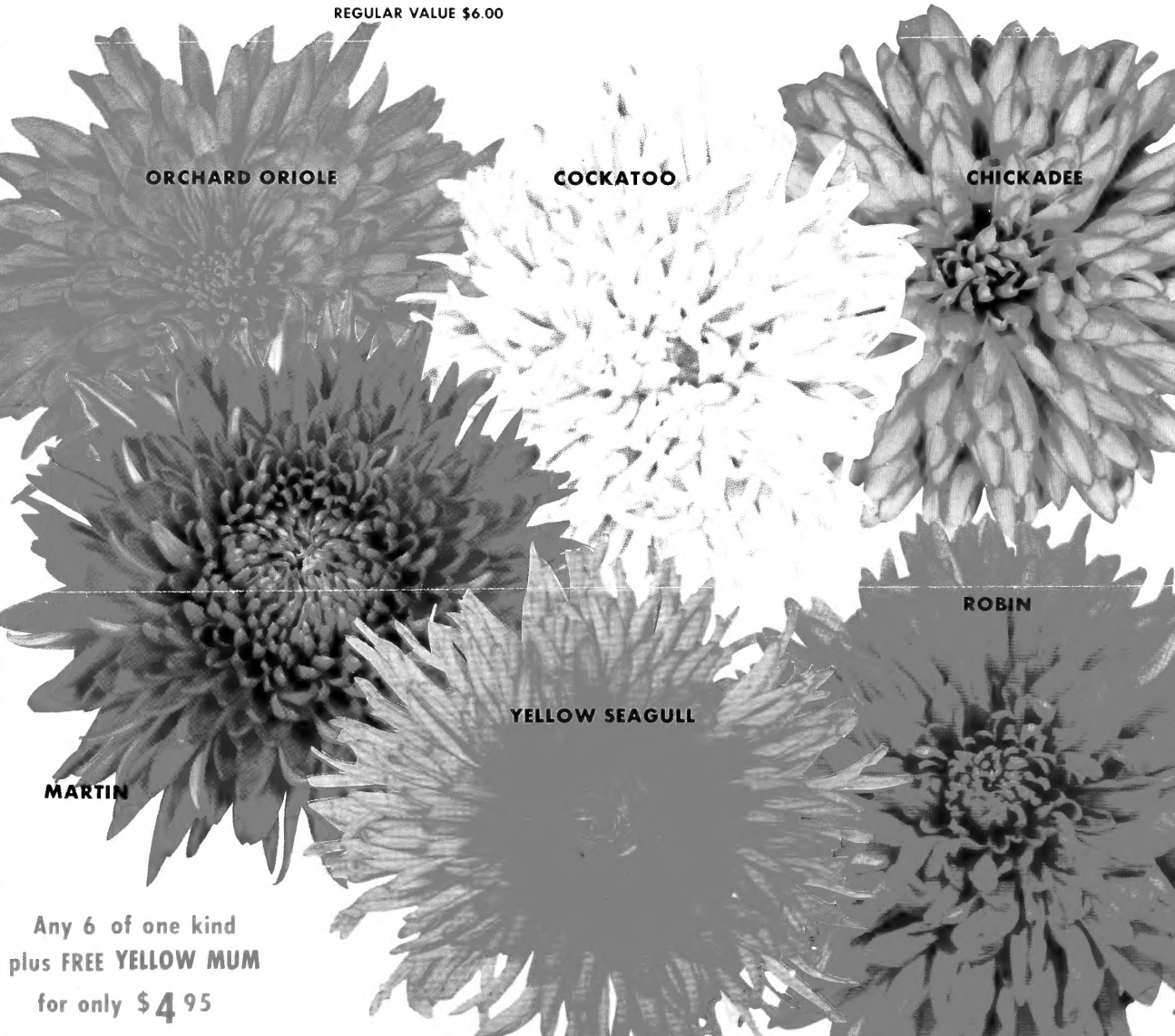
TANAGER (Pl. Pat. No. 1129)
3½" bright crimson-cherry-
red flowers in Sept. and Oct.
Very frost resistant.



GROUP OFFER #736

**ALL 6 MUMS BELOW
PLUS FREE YELLOW
MUM for only \$4⁹⁵**

REGULAR VALUE \$6.00



ORCHARD ORIOLE (Pl. Pat. Applied For) Masses of orange
bronze, 4½ in. blooms appear
from Sept. to frost. 30 to 36
in. stems.

MARTIN (Pl. Pat. Applied
For) Cerise to rose-pink petals
with silvery reverse. 4½ in.
blooms appear Sept. 25. Plant
reaches 2½ ft.

COCKATOO (Pl. Pat. No. 1171)
Clean lemon to cream-
white blooms reach 4 to 4½
in. Grows 3 ft. Blooms early
Sept. till frost.

YELLOW SEAGULL (Prop.
Rights Reserved) Beautiful soft
yellow, 4½ to 5 in. flowers
that bloom from late Aug. to
late Sept. 2 to 2½ ft.

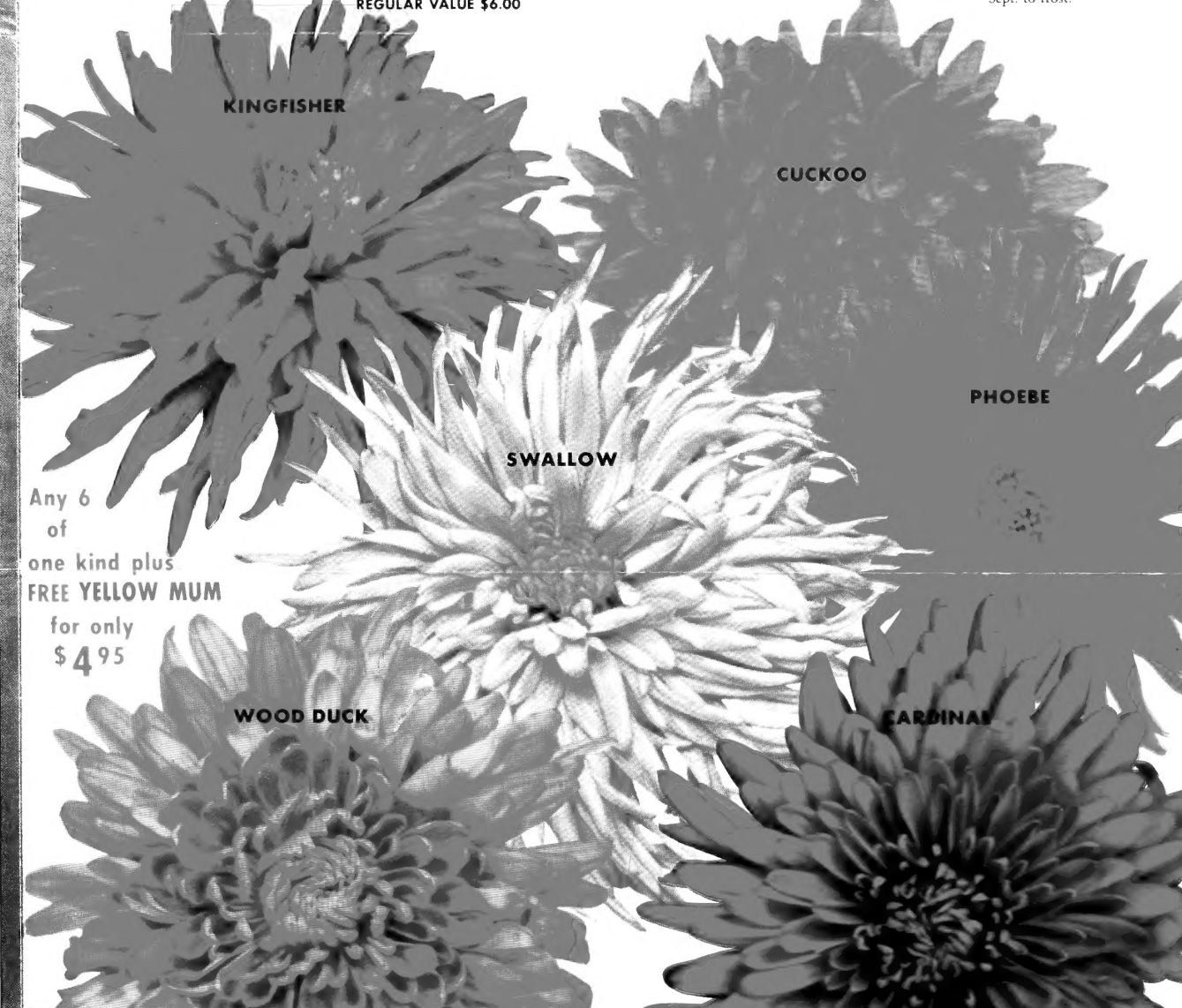
CHICKADEE (Prop. Rights
Reserved) Lovely orchid lav-
ender, 4 to 4½ in. flowers
start blooming Sept. 30.
Height 30 in.

ROBIN (Pl. Pat. No. 1307)
Double, 4½ to 5 in. blooms
of strawberry-bronze. Straw-
berry-red bud.

GROUP OFFER #746

**ALL 6 MUMS BELOW
PLUS FREE YELLOW
MUM for only \$4⁹⁵**

REGULAR VALUE \$6.00



KINGFISHER (Prop. Rights
Reserved) Elusive red blooms
reach 4 to 4½ in. Plant grows
25 to 30 in. Blooms Oct. 1.

SWALLOW (Pl. Pat. No. 1106)
Soft coral-pink buds
open to double, buff-colored
blooms 4 to 4½ in. across.
Blooms Sept. to frost and
grows to 3 ft.

WOOD DUCK (Pl. Pat. No. 1310)
Deep rose-pink backed
with creamy tan, 4½ to 5 in.
blooms grow on 2½ to 3 ft.
bush.

CUCKOO (Prop. Rights Re-
served) Double 5 to 5½ in.
blooms of clear lemon-yellow.
Medium height. Blooms Sept.
20 to frost.

PHOEBE (Pl. Pat. Applied
For) Golden tangerine buds
open to tan flowers, 3½ to 4
in. across. Blooms Sept. 15.
Plant reaches 32 to 36 in.

CARDINAL (Pl. Pat. No. 1165)
Large hardy red blooms
reach 3½ to 4 in. across.
Blooms soften to bronze-red.
2½ to 3 ft. bush. Blooms
Sept. to frost.

ALL J & P GIANT BIRD MUMS GUARANTEED TO LIVE AND BLOOM IN YOUR GARDEN THIS FALL!

JACKSON & PERKINS CO.

World's Largest Rose Growers

Telephone
Newark 1550

NEWARK, NEW YORK • • THE ROSE CAPITAL OF AMERICA

May I Send You - FREE -
Direct from our Testing Fields -

The First Experimental Plants of one of the
LARGEST YELLOW GARDEN MUMS EVER CREATED!

Dear Friend:

When I first sat down to write you about our very newest Mum creation Experimental Mum No. 48-3145...I felt that the best way, the only way to begin telling you about it was to actually let you see it...

....for this startling new Mum is SO LARGE, SO UNUSUAL,
SO COLORFUL that it actually speaks for itself!

That's why I had an illustration of this exciting new Mum printed right on this letter - IN ACTUAL SIZE! That's right! - the illustration you see here is the actual size of the blooms produced by this brand-new golden giant mum - blooms that measure up to 5½ inches across!

This is THE MOST SPECTACULAR YELLOW GARDEN MUM OF ALL TIME!

Why, just look at the tremendous size of the bloom - THREE TIMES LARGER than the blooms on ordinary garden mums! Yet despite the unusually large size, this new Mum will give you MORE BLOOMS PER PLANT than any common garden mum - producing blooms by the hundreds from September right up to Thanksgiving.

Up to now I've just been telling you about the huge size of this new Mum. But the color is something to talk about too! The illustration can only hint at its glowing beauty, for no printer's ink can capture and reproduce the rich, vibrant, yellow color...a yellow every bit as bright, as gleaming, as golden as the summer sun itself. And it's every bit as hardy, easy to grow and free flowering as it is big and beautiful.

I don't mind telling you that all of us here are extremely proud of this amazing new Mum development - and you will be, too, when you see it actually blooming in your garden this Fall. And you will have it in your garden this Fall, because I want to send you one of these new Giant Yellow Mums - FREE.

*Imagine
Hundreds
of blooms
this size!*

This brand-new Mum will not be available to the gardening public at any price until 1957 - at which time it will be added to our world-famous series of Giant Bird Mums...the biggest, most colorful, most productive strain of garden mums ever created...Giant Mums that start blooming earlier than ordinary mums, yet keep blooming right up to Thanksgiving!

However, right now we do have a very limited quantity of Experimental Mum No. 48-3145 on hand which we grew for experimental purposes...and those are the plants I want to give away to a very select group of my friends... friends who are genuinely interested in growing J&P Giant Bird Mums!

HERE'S HOW TO GET AN EXPERIMENTAL MUM NO. 48-3145 - FREE!

Simply look through the enclosed circular, which describes and illustrates eighteen of the J&P Giant Bird Mums available for planting this Spring. Actually, if you've ever grown any of these Mums, I don't have to tell you anything about them. You already know how colorful they are, how hardy, how long-lasting.

However, if you have never planted J&P Giant Bird Mums before, you have a real treat in store for you. Just picture them blooming in your garden this August, September, October, even in November...just imagine being able to pick large bouquets of huge colorful blooms when most other gardens are barren of any flowers...just think of having all of these gorgeous, brilliant colors glowing in your garden long after other flowers have finished!

Furthermore, ALL these J&P Giant Mums are POT GROWN. Which means that each plant is grown in an individual pot, filled with specially formulated potting soil. When we ship your plants, we leave the roots right in the soil they are growing in...6 plants to a carton and a New Free Mum, separated and secured so that they arrive in perfect condition...they suffer no shock in transit. In fact, they actually keep on growing even while they're on the way. You plant them - soil and all - in your garden. Remember, every plant carries the Jackson & Perkins guarantee!

To order any of the Groups of Giant Bird Mums described in the circular, just return the enclosed order form. And with each group you order, we will include - AT NO EXTRA COST - one of our tremendous new Giant Yellow Mums. So you not only will have the biggest and best garden mums ever created blooming in your garden this Fall - you will also experience the thrill of having a prized new plant a full season before it becomes available to the public! And bouquets of large Florist Mums for years to come.

Just one more word. You'll notice that the enclosed order form bears a number. That's your priority on the Free Experimental Mum No. 48-3145. The quantity is very limited and you have first choice. If you do not wish to take advantage of this offer, please be sure to let me know so we can transfer your priority to someone else.

Yours for the most exciting, most unique Fall garden ever...

Sincerely



President

62.61 The BIGGEST, Most Colorful, Earliest Blooming
GARDEN MUMS Ever Created! Ch

JACKSON & PERKINS
EXCLUSIVE MIRACLE

GIANT
BIRD MUMS

HUGE
BLOOMS

FROM

3½ TO 5"

ACROSS

Keep Your Garden Glowing
With Color Long After Other
Flowers Have Finished!

Here they are! The amazing J&P Giant Bird Mums that will set your garden aglow with brilliant color in August, in September, October, even in November when there is frost on the ground! Yes, by planting these sensational superblooming Giant Mums *this* Spring, you will be able to pick armfuls of huge, colorful blooms long after most gardens are barren of any flowers!

EARLY BLOOMING! LONGLASTING! EASY TO GROW!

Unlike ordinary chrysanthemums, these brand-new exclusive J&P varieties are *early blooming*—many of them actually begin flooding your garden with color in late August. Yet—because they are *Northern-grown* (which makes them hardier and more frost-resistant)—they actually last longer... will frequently bloom through the Fall when all other flowers have long since finished!

And what breathtaking blooms they produce! Not the small, pale 2-inch flowers you are accustomed to seeing on ordinary mums—but huge, vividly-colored blooms *up to 5 inches across*... borne in *immense clusters* of 5 to 15 flowers... up to 10 times as many blooms as on old-fashioned mums! What's more, this new hardy J&P strain is really *easy to grow*. Just dig a hole 6 to 8 in. deep, and 18 in. apart—put in your plant, cover it, water it—and that's all! They're *guaranteed* to live and bloom in your garden *this* Fall—and for years to come.

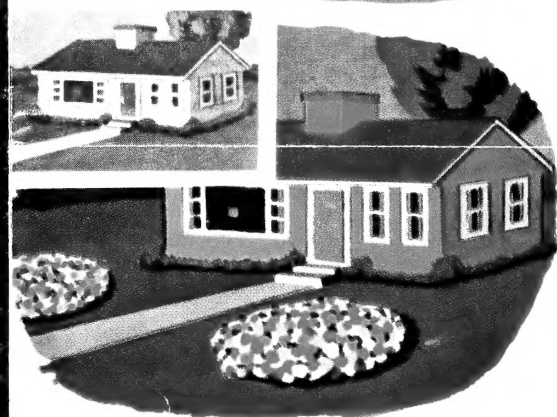
Remember—these brand-new miracle Giant Bird Mums are exclusive with J&P—cannot be obtained from anyone else! You *must* order from us, and with each group you order, we'll include—FREE—our new experimental Mum No. 48-3145 as illustrated on the front cover.

See Inside Pages For All The Beautiful
Colors You Can Have In YOUR Garden
From August Right Up To Thanksgiving!

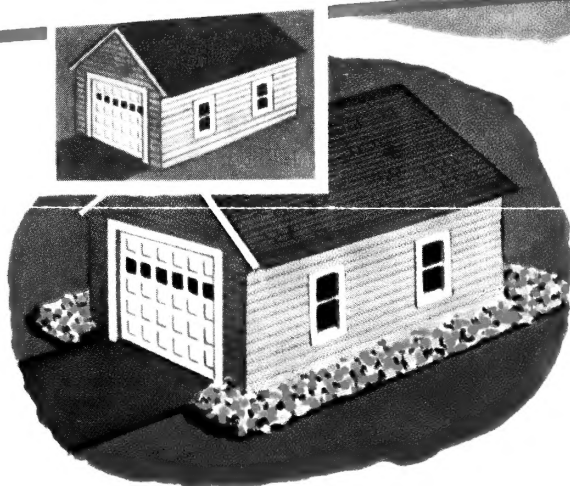


SEE

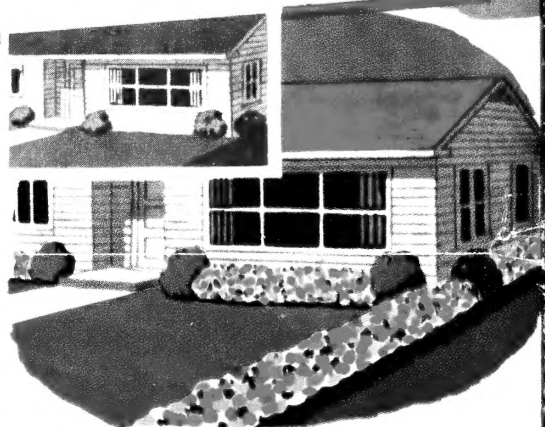
how J&P GIANT BIRD MUMS
transform bare, colorless gardens
into wonderlands of beauty!



A Flaming Centerpiece for Your Lawn



Glamorize Your Garage With Color



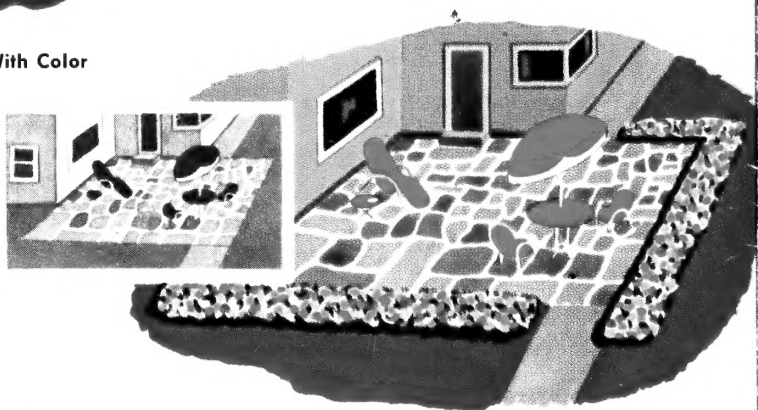
- Truly Beautiful—and Effective Borders

ADD MONTHS TO YOUR GARDENING SEASON

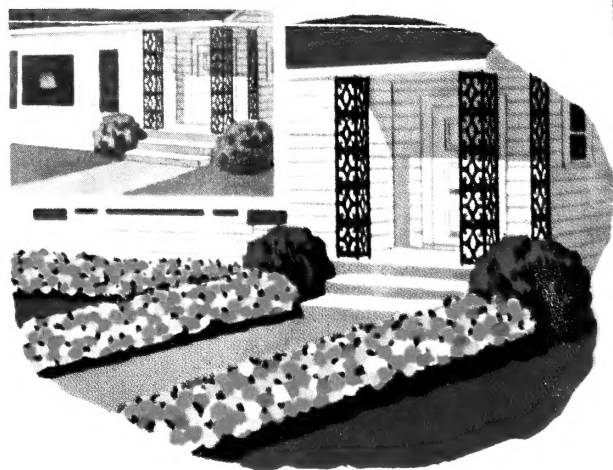
Have Colorful Blooms Right Through the Fall!

Imagine!—even after the trees have turned brown and shed their leaves...even after the lawn has begun to fade...even after the first frost is on the ground...even after your neighbors' gardens are colorless, drab, devoid of flowers—*your* garden can be a show-place of brilliant color—thanks to J&P's Giant Bird Mums! Easy to plant—easy to grow—they make truly spectacular borders and hedges, foundation plantings, centerpieces, beds, etc.

All Guaranteed to Live and Bloom in Your Garden!



Brilliant Color For Your Patio



Just see how colorful your home and garden can look—even in late Fall—if you have J&P Giant Bird Mums!

Jackson & Perkins Co.

World's Largest Rose Growers
NEWARK, NEW YORK